

King, Valerie A.

From: Kimberly Prchal [Kimberly.Prchal@mdsps.com]
Sent: Tuesday, August 26, 2003 4:08 PM
To: valerie.a.king@pmusa.com; Peggy Niana
Cc: Kelli Hogeland
Subject: PHX Marlboro Advertising, Print and Radio

Sensitivity: Confidential



5624P Specific 5624P Specific
PHX(LNK) Print ... Radio Ad, 26 Au...

Valerie,

I have attached the final versions of the PHX print and radio advertisements. The print ad is the same specific ad that we are using in LNK, with an address and number change. The radio is the initial specific PHX ad, with your requested changes.

I will take these ads to the IRB today for review and approval.

Peg,

Were you planning on revising the initial specific PHX print ads (the ones with the cigarette box as graphic) for use or were you going to stick with the revised LNK ad? Also, how about Spanish?

Let me know.

Thanks
Kim

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